

MSC Cruises opens world's largest cruise terminal at PortMiami

Terminal is poised to redefine the guest experience through cutting-edge technology



MSC Cruises inaugurated the world's largest and most advanced cruise terminal on Saturday April 5 at PortMiami. The new MSC Miami Cruise Terminal sets a global benchmark for cruise infrastructure as the first in the industry to implement a complete biometric journey with digital identity verification for a seamless embarkation experience.

Imagined by global design firm Arquitectonica and built by Fincantieri Infrastructure, the 492,678 square foot facility is capable of processing up to 36,000 passengers daily and was developed with the guest experience at its core. As the first and last impression of a guest's holiday, every step is carefully streamlined for a stress-free embarkation.

The new terminal will serve both MSC Cruises' and Explora Journeys' ships sailing from PortMiami, including MSC Cruises' new flagship, *MSC World America*, which will be named during a ceremony at the terminal on April 9 before she sets sail for her inaugural season in the Caribbean.

The MSC Miami Cruise Terminal streamlines processes, from beginning to end:

Check in from home: Guests can check in for their cruise online, via the MSC for Me app or the MSC Cruises website, uploading travel documents and receiving their boarding pass in a matter of minutes, and preparing in advance for biometric processing, saving them valuable time when they enter the terminal.

Arrive at the terminal with ease:

Guests can arrive by car, bus, taxi or ride share without hassle. Those arriving by car can park in the terminal's impressive six-level garage with over 2,400 spaces and reserve their parking spot in advance via the MSC for Me app or the MSC Cruises website. There is also a covered drop-off zone for buses, taxis and ride shares. All forms of arrival share a covered path straight to the terminal's main entrance.

Bag drop: Guests who have checked in online can simply scan their boarding pass and drop their luggage at one of the secure, strategically placed drop-off points in the parking garage before continuing to the terminal.

Biometric check-in and security: Guests who have opted into the biometric journey can simply scan their passport and look at the camera of one of the terminal's 18 biometric face pods for validation. The 20 security lanes that follow ensure a fast, efficient, and seamless screening process.

Relax before your cruise: Guests will enjoy a terminal bathed in natural light, where Biscayne Bay's sparkling waters reflect through the facility's expansive glass façade. Before guests embark, they can take a moment to unwind in one of the comfortable waiting areas situated throughout the spacious terminal.

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The MSC Miami Cruise Terminal in numbers:

492,678 square feet – making it the world's largest cruise terminal

Spans 4 levels

The first terminal in the world to be able to welcome three cruise ships simultaneously

Features 7 pieces of artwork including a 10,816-square-foot digital art installation displayed on the outside of the terminal

Capable of processing up to 36,000 guests daily

2,400+ - Parking spots available in the adjacent parking garage

42 – Luggage screening machines

18 – Biometric facepods verify passport and identification

22 – E-gates used for embarkation

Retail sessions to be a highlight at Seatrade Cruise Global in Miami

A series of sessions devoted to retail promise to be among the highlights of Seatrade Cruise Global, which takes place in Miami this week.

Seatrade Cruise Global, the premier annual gathering of the cruise industry worldwide, runs from April 7-10 at the Miami Beach Convention Center. The Retail Days – a set of conference sessions dedicated to retail at sea – run on April 8-9, is co-organized by *The Moodie Davitt Report*.

The sessions feature a strong speaker line-up from across the cruise channel and offer a unique networking opportunity.

This year the retail program will address trends in shopper types, needs and behaviors; the outlook for cruise retail's cornerstone product categories; how the rising appeal of cruise to a new generation translates into the retail offer; the role of technology; plus the cruise port retail opportunity.

The program and the strong presence of cruise lines, concessionaires and brand owners reflects the fast-growing importance of retailing to cruise line revenues and its role in enhancing the guest experience.

The conference will begin at 2 pm on Tuesday, April 8 with

opening remarks by moderator **Dermot Davitt, The Moodie Davitt Report President.**

Davitt will then lead a one-to-one conversation with **Azamara Cruises Chief Executive Officer Dondra Ritzenthaler** about the role that retail plays for the luxury cruise line.

A panel session, titled *Taking consumer-centricity to a new level in cruise retail*, will feature **Starboard Group President & CEO Lisa Bauer, Harding+ CEO Chris Matthews** and **MSC Cruises SVP Onboard Revenue Stefano Menegotto** in a discussion about key traveler insights that are informing retailers' strategies today.

The next panel will address the theme, *Where next for cruise retail's key categories?*

Speakers will include **Effy Jewelry Executive VP Jennifer**

Patience, Heinemann Americas Managing Director Nicolas Hoeborn and **Starboard Group Director, Merchandising Karla Nedeski.**

A one-hour reception will close the day at around 4:15pm, allowing guests to network post-conference.

On Wednesday morning, the retail event will focus on the trends in port and land retail related to cruise travel, with several major developments that will help shape the future of the cruise sector worldwide profiled.

Speakers include **Global Ports Holding VP, Business Development, Retail & Ancillary Andres Villalever**, **Carnival Corporation Director Destination Partnerships & Business Development Bertrand Piller** and **Hematian Family Group Media SVP Suzanne Fiore.**

Source: The Moodie Davitt Report



Coinciding with the official opening of the new MSC Cruise Terminal at PortMiami, MSC Cruises' newest flagship, MSC World America, arrived on Monday in Miami. It will be the Line's first World Class ship to sail from the U.S.

MSC Cruises opens new PortMiami cruise terminal

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Guests of the MSC Yacht Club, the cruise line's luxury "ship-within-a-ship" concept, will also have exclusive access to a private lounge to enjoy premium drinks and snacks, the ultimate luxury prior to embarkation.

Biometrics powered embarkation: The terminal uses 22 biometric E-gates to finalize the embarkation process before guests enter the gangway. With onboarding now performed terminal side, rather than on the vessel, guests can start their holiday immediately.

Seamless disembarkation and luggage collection: Guests will benefit from an easy, quick disembarkation thanks to an advanced baggage handling and processing system. That way, guests can get home quicker and get a head start on planning their next cruise.

Cruise Terminal's artwork: Inside the terminal, guests will discover seven curated works of art commissioned through the Miami-Dade County Art in Public Places program. The most striking piece—a first-of-its-kind is a 10,816-square-foot digitally projected installation—which adorns the exterior of the terminal, using real-time NOAA oceanic data to create an ever-evolving display of tides, currents, and weather patterns. Additional exclusive artworks enhance the MSC Yacht Club private lounge, offering a refined pre-cruise experience.



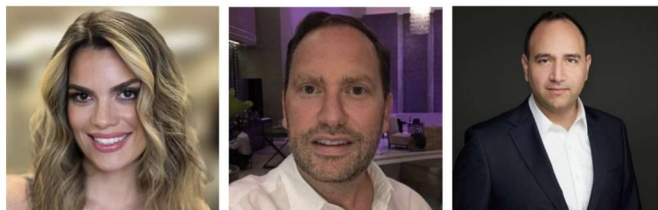
The impressive Retail Days' speaker line-up includes (from left, above) Azamara Cruises Chief Executive Officer Dondra Ritzenthaler, Starboard Group President & CEO Lisa Bauer and Harding+ CEO Chris Matthews; below, from left, MSC Cruises SVP Onboard Revenue Stefano Menegotto, Effy Jewelry Executive Vice President Jennifer Patience and Heinemann Americas Managing Director Nicolas Hoeborn



Platinum Partners for the event are **Effy Jewelry, Starboard Group, Harding+ and Diamonds International**, with **Global Ports Holding** a Gold Partner.

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Impressive line-up of speakers featured for Seatrade Retail Days



Key contributors will also include (from left, above) Starboard Group Director, Merchandising Karla Nedeski, Diamonds International Chief Commercial Officer Elchonon Shagalov and Avolta Senior Vice President Caribbean & Cruises Gian Botteri.



Carnival Cruise Line Vice President Guest Commerce & Onboard Revenue Luis Terife, Starboard SVP Fine Jewelry & Watches Caryl Capeci Cossart and MSC Cruises Head of Retail Suzanne Mahoney are also participating.



Other senior cruise market leaders taking part include (from left, above) Harding+ CTO Mikos Taylor, Global Ports Holding VP, Business Development, Retail & Ancillary Andres Villalever and Carnival Corporation Director Destination Partnerships & Business Development Bertrand Pillier.

Ricky Smith begins General Manager role at ATL

Recognized aviation executive Ricky Smith has assumed the role of general manager Hartsfield-Jackson Atlanta International Airport (ATL), bringing his leadership and vision to the world's busiest airport. Smith brings over three decades of aviation management experience, having previously served as executive director and CEO of the Maryland Aviation Administration, overseeing Baltimore/Washington International Thurgood Marshall Airport (BWI).

Under Smith's leadership at BWI, it achieved five consecutive record-setting years for passenger traffic, reestablishing its position as the busiest airport in the Washington –Baltimore region. His tenure was marked by a steadfast commitment to performance, customer service, safety, and innovation. Smith championed BWI's Launch Pad program, an innovative concessions initiative founded in 2017 to support area small businesses.

ATL also announced that Jan Lennon, who has served as interim general manager since July 2024, will assume the role of executive deputy general manager.



WGS returns to F&B@Sea with new look

William Grant & Sons is highlighting key brands and new releases at the two-day F&B@Sea event, organized by Seatrade Cruise Global, taking place in Miami, April 9 and 10.

On an eye-catching, new-look stand (Booth No.3), the William Grant & Sons team will showcase its brand portfolio which includes Hendrick's Gin and Monkey Shoulder Whisky, both regarded as key players in the global cruise channel.

Alongside Hendrick's Gin Original, Hendrick's Gin offers two very distinctive expressions, Amazonia and Sunspell, both crafted under the brand's Cabinet of Curiosities, exclusive to the travel retail and cruise markets.

Hendrick's Sunspell made its debut late last year, inspired by the vibrant colors of the Scottish sunset.

The Glenfiddich Perpetual Collection will also be spotlighted at the F&B@Sea event, along with a new release from The Balvenie and Surrey ultra-premium gin brand Silent Pool.

William Grant & Sons will offer sampling and tasting opportunities for all the highlighted brands on-stand, along with a selection of crafted cocktails.

The William Grant & Sons team will be led by the company's Regional Manager Global Travel Retail Holly Stevenson:

"We are looking forward to meeting current and new partners at this exciting F&B@Sea event which is fast becoming a must for brands and other stakeholders in the cruise industry," she said. "William Grant & Sons is fortunate to have outstanding brands which are tailor-made to meet the needs of today's cruise passengers and traveling consumers."



Hendrick's Gin Sunspell, exclusive to the travel retail and cruise markets, was inspired by the vibrant colors of the Scottish sunset. It will be featured at F&B@Sea.

Maker's Mark celebrates limited New York edition with flagship activation at JFK T4 in partnership with DFS

Suntory Global Spirits has partnered with DFS Group to create a high-profile experiential activation space at Terminal 4 at New York's John F. Kennedy International Airport to showcase Maker's Mark, the iconic Kentucky Bourbon.

Travel Markets Insider joined executives from Suntory, DFS, and terminal operator JFKIAT at the ribbon-cutting, officially opening the eye-catching pop-up.

As the busiest airport in North America for international travel, JFK is the perfect showcase to highlight the company's commitment to travel retail, says the company.

Maker's Mark's limited-edition Wood Finishing City Series New York expression is available exclusively at the JFK Terminal 4 activation.

To celebrate the launch of the expression, Maker's Mark has created a large-scale activation for travelers passing through JFK Terminal 4, which is open from April through September 2025.

Designed to pique the interest of whisky enthusiasts in an unconventional way, the pop-up will engage visitors with Maker's Mark brand

experiences and showcase a range of Maker's Mark expressions, including Maker's Mark 46, Maker's Mark 101, and the 2024 release of Cellar Aged.

During peak travel times, Maker's Mark will serve its signature Gold Rush cocktail – available for Legal Drinking Age (LDA)-compliant travelers. To further elevate the shopping experience, with a qualifying purchase, travelers will receive a branded gift with purchase from a selection including a duffel bag and screen-printed NYC tote bag.



Maker's Mark's limited-edition Wood Finishing City Series New York expression is available exclusively at the JFK Terminal 4.



The high-profile Maker's Mark experiential activation at Terminal 4 at New York's John F. Kennedy International Airport, hosted in partnership between Suntory Global Spirits and DFS Group.

“Engaging retail experiences like this reinforce how Maker's Mark is unique in its uncompromising commitment to excellent bourbon, as well as the personal and unconventional ways we communicate to consumers,” said Chloe Lloyd-Jones, Vice President, Global Marketing, Maker's Mark.

Ashish Gandham, Managing Director, Global Travel Retail (GTR) continued: “We're excited to unlock new opportunities that bring our Suntory Global Spirits brands to life, including Maker's Mark, and engaging new whisky drinkers and travelers from around the world.”

The prominent T4 location underpins the sense of place for this limited-edition release.

Designed to drive footfall, conversion and trade-up, the pop-up features eye-catching visuals at the entrance, highlighting the Wood Finishing City Series New York expression and its exclusivity to JFK.

Daniel Licari, Senior Director of Merchandising, DFS Group, remarked: “The Maker's Mark shop-in-shop embodies the strength and vision of our partnership with Suntory Global Spirits.

“With the continued growth of premium American whiskey, we're excited to showcase Maker's Mark and the in-store exclusive Maker's Mark Wood Finishing City Series – New York expression. We are grateful to Ashish Gandham, Managing Director GTR, and the Suntory team for their trust and collaboration as we embark on this journey together at JFK Airport T4.”

The Maker's Mark Wood Finishing City Series is a GTR-exclusive collection that captures the unique character of some of the world's most dynamic cities including Sydney, Frankfurt and Singapore. The series is an extension of the brand's beloved Wood Finishing Series, which uses an innovative wood stave-finishing technique to enhance distinctive characteristics already present in Maker's Mark Classic.

“This City Series presents a Maker's Mark expression that's both bold and inviting,” said Beth Buckner, lead blender, Maker's Mark. “Dark chocolate and warm baking spices create a complex profile that has character and leaves a lasting impression – much like the people, cocktails and culinary scene in New York City.”



Ribbon cutting left to right: Gareth Jones, Suntory Global Spirits General Manager Global Accounts and Americas; Roel Huinink – JFKIAT President & CEO; Thylia Byas, DFS Interim General Manager US Division; Dorothy Lam – DFS Associate Director, Merchandising; Sandra Fernandez, DFS Product Sales Manager; Chloe Lloyd-Jones – Suntory Global Spirits VP Global Makers Mark Brand; Nathan Ellingson – Suntory Regional Director Americas GTR.

Exclusive Interview: Suntory Global Spirits rebuilds Americas travel retail focus



Nathan Ellingson

The new Maker's Mark pop-up at JFK Terminal 4 is the perfect example of what Suntory Global Spirits wants to do more of in the region, Nathan Ellingson, Suntory Global Spirits Regional Director Americas GTR, tells *TMI's* Michael Pasternak during an exclusive interview at the official opening of the new activation.

"We are hoping that this activation can be a calling card to say we have one of the strongest, if not the strongest, portfolios of American whiskey in the world. Maker's Mark should be our next global superstar brand, and it's got great awareness in the Americas," Ellingson tells *TMI*.

Suntory Global Spirits wants to activate in the region in the right spaces with the right partners, says Ellingson.

"DFS is a great partner with a real understanding of branding. Their customer is generally skewing higher end, which ticks one box immediately. Spaces like this don't come up all the time. For us it's about that partnership, the right opportunity, but then also

making sure that we have something unique to back it up. And we do here at JFK with Maker's Mark," he says.

"The hope is we turn this into a success and we get some attention. Obviously, in addition to DFS, we've got great partnerships with International Shoppes, and other important retailers, and we want to make sure that we are getting opportunities like this in front of the right consumer."

Suntory has been undergoing an evolution in the Americas travel retail market over the past year. Ellingson joined the company to lead the company's growth in the market in May 2024, and has been adding new hires to his team to help the company achieve its ambitious goals in the region, not just in airports, but on the borders and cruise as well.

"As part of our ability to support the Americas our structure has evolved. Most of the people that are on our team now were not here a year ago. The U.S. had not been a priority. It had been a little bit neglected. But the company realized that there was an opportunity here. Gareth Jones joined a month or two after me. He oversees the Americas and all the business in Europe. My position is new. Olivia Baskett-Regan, who is assistant trade marketing manager, is new. We've got two new key account managers coming on board," he says.

The company has also brought in Monte Wilson, who has more than two decades of travel retail expertise, to consult on the Americas structure and American whiskeys.

"I have never been as fortunate as to come into a position like this, where there is this outside consultant who is going to mentor you, get you up to speed, help set the

strategy for the Americas in terms of structure, and then also help us chart the path on a global level for our American whiskeys," says Ellingson.

"We've been super fortunate to have someone like that come in from the outside and sprinkle all his knowledge."

With this new structure, Ellingson says Suntory Global Spirits is set up to deliver high impact experiential activations like the new Maker's Mark pop-up at JFK.

"There are really three things that we need to do. One is to re-establish ourselves credibly with our retail partners. We need to unlock opportunities like this that are really close to home, that are relevant to our brands and to our retail partners and customers, and we need to own this account. I think the message that is behind that is we're putting our money where our mouth is. We're making the right investments, and that we have a portfolio that's full of diamonds, maybe a little bit in the rough, and we want to polish them."



Gareth Jones and Dorothy Lam toast the new Maker's Mark pop-up at JFK T4.



Jägermeister goes Orange with new innovation

Mast-Jägermeister SE is launching a new product, Jägermeister Orange, into global travel retail from April 2025.

Based on the original herbal liqueur, Jägermeister Orange combines a fresh, fruity taste of the essence of oranges and mandarins – complemented by an herbal note and a subtle bitterness. Jägermeister Orange is enjoyed as an ice-cold shot, with an alcohol content of 33% by volume.

The introduction of Jägermeister Orange follows a successful test in the Czech Republic and Slovakia where sales exceeded expectations. Mast Jägermeister is now rolling it out into other domestic markets, including Germany, Austria, Croatia, Hungary, Slovenia and Norway, as well as airports in global travel retail.

Jägermeister Orange will join Jägermeister, Jägermeister Manifest and Jägermeister Cold Brew Coffee on shelf.

From June, Mast Jägermeister will hold activations in key international airport hubs globally for Jägermeister Orange.

Mast Jägermeister VP Global Travel Retail, Tobias Witte says: "We are delighted to introduce consumers in airports around the world to Jägermeister Orange. It fits perfectly in our portfolio and gives consumers a new taste experience, introducing new, younger LDA drinkers to the brand."

